

**Sam Houston State University**  
**College of Business Administration**  
**Department of General Business and Finance**

**BUAD 2321.02 – Design and Presentation of Business Projects Fall – 2017**

**Class meetings:** MW – 11 am – 12:30 pm

**Location:** SHB 204

**Instructor:** Kathy L. Hill, Ph.D.

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**Office hours:** MW 10 – 11:00 am or by appointment

**Textbook:**

Hamilton, Cheryl & Kroll, Tony L. *Communicating for Results: A Guide for Business and the Professions*, 11<sup>th</sup> Ed. Cengage Learning, 2018.

**Course Description:**

This course focuses on the design and presentation of business information using current technology to enhance communication. Theory and principles are studied as they apply to the development of competency in formal business speaking.

**Course Objectives:**

At the end of this course, students will be able to:

- Understand basic principles of business and professional communication
- Understand and appreciate the principles of designing and delivering business presentations
- Analyze and adapt presentations to audiences' interests and knowledge levels
- Understand the most common purposes of business presentations—to inform, convince, and cause action
- Understand how to design and deliver special occasion presentations in business
- Differentiate between effective and ineffective delivery methods and techniques
- Use computer graphics software to support presentations
- Critically listen to and evaluate presentations
- Understand the ethical responsibilities of business presenters

**Course Requirements:**

1. Regular and punctual class attendance is required. Roll will be taken every class period. Students will be rewarded with **10 bonus points** for perfect attendance. **Three absences will be allowed during the semester; four (6 hours) absences will result in a failing grade for the course.**

2. Preparation for class. You are expected to have read the assigned material before the class during which it is discussed. PowerPoint® slides for each textbook chapter are available on the Blackboard course site.
3. Participation in all class activities. Class sessions provide opportunities to practice your communication skills. **If a student does not participate in scheduled presentations, he/she will fail the class.**
4. Computer proficiency, especially in the use of PowerPoint® graphics software and the use of the Internet in conducting research, is needed. All written assignments are to be word-processed.
5. Timely completion of all course assignments. Late written assignments (Audience Analysis) will cost **10 points** per day. Late oral assignments (presentations, interviews, listening exercise) will cost **10 points** per class meeting. **All oral and written assignments must be turned in or presented, or you will fail the class.** If you are absent from class when an assignment is due, you will avoid the late penalty by submitting your work early. This does not mean you will have an excused absence. The last date any late work will be accepted is **Wed, Nov 29, 2017.**
6. Appropriate academic conduct. Unprofessional, disruptive, or disrespectful behavior will not be tolerated. Plagiarism (submitting others' work without appropriate citation or allowing others to submit your work without citation) will not be tolerated.
7. Computer and cell phone use in class. Personal use of cell phones during class including texting is **prohibited**. Please turn cell phones off or to silent.
8. You are expected to attend classes where other students are giving presentations. If you do not attend a class meeting when other students are giving their presentations, you will be docked ten (10) points from your presentation for each day you do not attend

### **Students with Disabilities:**

It is the policy of Sam Houston State University that individuals otherwise qualified shall not be excluded, solely by reason of their disability, from participation in any academic program of the university. Further, they shall not be denied the benefits of these programs nor shall they be subjected to discrimination. Students with disabilities that might affect their academic performance should register with the Office of Services for Students with Disabilities located in the Lee Drain Annex (telephone 936-294-3512, TDD 936-294-3786, and e-mail [disability@shsu.edu](mailto:disability@shsu.edu)). They should then make arrangements with their individual instructors so that appropriate strategies can be considered and helpful procedures can be developed to ensure that participation and achievement opportunities are not impaired.

SHSU adheres to all applicable federal, state, and local laws, regulations, and guidelines with respect to providing reasonable accommodations for students with disabilities. If you have a disability that may affect adversely your work in this class, then I encourage you to register with the SHSU Services for Students with Disabilities and to talk with me about how I can best help

you. All disclosures of disabilities will be kept strictly confidential. NOTE: No accommodation can be made until you register with the Services for Students with Disabilities. For a complete listing of the university policy, see:

<http://www.shsu.edu/dept/academic-affairs/documents/aps/students/811006.pdf>

### **Student Absences on Religious Holy Days Policy:**

Section 51.911(b) of the Texas Education Code requires that an institution of higher education excuse a student from attending classes or other required activities, including examinations, for the observance of a religious holy day, including travel for that purpose. A student whose absence is excused under this subsection may not be penalized for that absence and shall be allowed to take an examination or complete an assignment from which the student is excused within a reasonable time after the absence

University Policy #861001 provides the procedures to be followed by the student and instructor. A student desiring to absent himself/herself from a scheduled class in order to observe (a) religious holy day(s) shall present to each instructor involved a written statement concerning the religious holy day(s). This request must be made in the first fifteen days of the semester or the first seven days of a summer session in which the absence(s) will occur. The instructor will complete a form notifying the student of a reasonable timeframe in which the missed assignments and/or examinations are to be completed.

### **Summary of Course Assignments:**

10 Quizzes worth 10 points each	100
Syllabus Quiz	10
First Presentation & Email	15
Impromptu Presentation	25
Listening Exercise	25
Special Occasion Speech	25
Audience Analysis	25
Interview	100
Informative Presentation	100
Team Sales Presentation (considered as final exam)	<u>100</u>
<b>Total points possible</b>	<b>525</b>

### **Grade Distribution: Grades based on total points only!**

525 – 473 pts = A (90%)  
 472 - 420 pts = B (80%)  
 419 – 368 pts = C (70%)  
 367 - 315 pts = D (60%)  
 Below 314 pts = F

All cut-offs are firm. Grades will not be curved.

NOTE: The proper time to challenge a score on an assignment is immediately after receiving your score, not at the end of the semester.

**Chapter Quizzes: (there are 12 quizzes, but the top 10 will be applied to the final points)**

Chapter quizzes on Blackboard have expiration dates. Check the dates on your daily schedule so you take the quiz before it expires. It is your responsibility to take the quizzes over the course of the summer, preferably before the chapters are covered in class. Each Quiz is worth 10 points and contains approximately no more than twenty objective questions. You have thirty-minutes to complete the quiz. If you are not satisfied with your performance, you may take the quiz a second time. Upon submission, the quiz will be automatically graded, and the higher of the two grades will be posted to Blackboard. If you encounter technical problems with your Blackboard account, contact the HelpDesk (936-294-1950).

Do not wait until the last minute to complete these quizzes. When the quizzes expire, they are gone—no excuses.

**In addition to the quizzes, selected problems and readings will be assigned. Students are responsible for material in assigned chapters and on handouts whether it is discussed in class or not. Students are expected to participate in class. Students are expected to complete all assignments on the due date. Presentations must be given on day you are scheduled. You can contact me if you have a valid excuse for not giving your presentation that day, and you can arrange to present it early or at a different time if you contact me before class. If you miss class without an excused absence, you will lose your bonus points for perfect attendance, but 10 points will not be deducted from your presentation. If you do not contact me before the presentation, you will lose the ten points and if you do not give your presentation, you will not pass the course. All writing assignments must be keyed and in proper business format.**

**Daily Schedule:**

<b>Date</b>	<b>Topic/Assignment</b>	<b>Reading</b>
<b>Week 1</b> Aug 23	Introduction to course & assignments	
<b>Week 2</b> Aug 28	<b>Email Introduction Due</b> <b>First Presentation Due - In class</b>	
<b>Aug 30</b>	Communication and Ethics at work: What should you know? Organizations in the Workplace: Which Ones Fit you best? Anxiety Impromptu Speaking Principles <b>Syllabus Quiz Due</b>	Ch 1  Ch 2
<b>Week 3</b> Sept 4	<b>Holiday – Labor Day</b>	
Sept 6	Anxiety Impromptu Speaking Principles	Ch 6 (pg 159 – 170) (Ch 11)pg 328
<b>Week 4</b> Sept 11	<b>Impromptu Due</b> Effective Listening	Ch 4
Sept 13	Effective Listening	Ch 4
<b>Week 5</b> Sept 18	<b>Listening Exercise Due (TOYF-ACE)</b> Basic Information for all types of Interviews	Ch 7
<b>Sept 20</b>	Basic Information for all types of Interviews	Ch 7
<b>Week 6</b> Sept 25	Basic Information for all types of Interviews Employment Interview	Ch 7 Ch 8
<b>Sept 27</b>	Basic Information for all types of Interviews Employment Interview Nonverbal Communication <b>Deadline for Quizzes: 1, 2, 4, 6 (176-183), 7, &amp; 8</b>	Ch 7 Ch 8 Ch 5
<b>Week 7</b> Oct 2	<b>Interview Role-Playing Due</b>	
<b>Oct 4</b>	<b>Interview Role-Playing Due</b>	
<b>Week 8</b> Oct 9	<b>Interview Role-Playing Due</b>	
Oct 11	Special Event Information Lecture Small Group Communication & Problem Solving Participation & Leadership in Teams	Ch 9 Ch 10
<b>Week 9</b> Oct 16	<b>Special Event Presentation</b> Informative Presentations: Plan, Research, Organize, & Deliver	Ch 11
Oct 18	Informative Presentations: Plan, Research, Organize, & Deliver Verbal & Visual Supporting Materials	Ch 11 Ch 12
<b>Week 10</b> Oct 23	Informative Presentations: Plan, Research, Organize & Deliver	Ch 11

<b>Oct 25</b>	<b>Informative Presentation Due</b>	
<b>Week 11</b> <b>Oct 30</b>	<b>Informative Presentation Due</b>	
<b>Nov 1</b>	<b>Informative Presentation Due</b>	
<b>Week 12</b> Nov 6	Persuasive Presentations: Individual or Team	Ch 13
Nov 8	Persuasive Presentations: Individual or Team	Ch 13
<b>Week 13</b> Nov 13	Preparing for Team Sales Presentations	
Nov 15	Preparing for Team Sales Presentations	
<b>Week 14</b> Nov 20	<b>Audience Analysis Due</b> Preparing for Team Sales Presentations	
<b>Nov 22</b>	<b>Holiday - Thanksgiving</b>	
<b>Week 15</b> <b>Nov 27</b>	<b>Team Sales Presentations due</b> <b>Deadline for Quizzes: 5, 9, 10, 11, 12, &amp; 13</b>	
<b>Nov 29</b>	<b>Team Sales Presentations due</b>	
<b>Week 16</b> <b>Dec 6</b>	<b>Final - Wed</b> <b>Team Sales Presentations due (12 – 2 pm Final )</b>	